



Business Strategy Transitions towards Sustainability – Climate Change and COVID-19 Perspective

Guest Editors:

Dr. Justyna Przychodzen

Online Management
Programmes, University of
Liverpool

Dr. Wojciech Przychodzen

ESIC Business&Marketing School,
08021 Barcelona, Spain

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Message from the Guest Editors

Dear Colleagues,

We are currently living in extraordinary times – our lives are severely affected by two global concerns – climate change and the COVID-19 pandemic. Both factors affect not only political or private discussions but, foremost, the business world. The companies must change their business strategies to adapt to these new challenges if they are thinking about long-term survival and success.

Sustainability from the corporate perspective has a multidimensional character as it integrates economic, ecological, and social issues (Przychodzen and Przychodzen, 2013). Becoming a sustainable company requires a constant transformation of business strategy (Przychodzen, et al. 2016).

This Special Issue aims to explore the reasons, ways, and effects of business strategy transformations towards sustainability. We encourage both quantitative and qualitative research addressing the topic. We are looking for both theoretical as well as practical papers that would be of interest to the broad audience of academics and practitioners.





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Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

Message from the Editor-in-Chief

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

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